

# 2024 MASS MARKET SPORTS & HYDRATION DRINK REPORT



Manufacturer:  
Shifted, LLC

Phone: 913-924-0091

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[www.getshifted.com/products/shifted-hydration](http://www.getshifted.com/products/shifted-hydration)



Poor Choice

Rating: **64.4** points



## USBRB Commentary (PROS/CONS):

### Hydration Capabilities:

PRO - Helps Rehydrate/Maintain Hydration

### Electrolyte Content:

PRO - Proper Amount of Electrolytes

### Electrolyte Balance:

CON - Unbalanced Electrolytes

### Flavoring:

CON - Contains Some Artificial Flavor(s)

### Coloring:

NEUTRAL - Doesn't Contain Any Coloring

### Sugar Content:

PRO - Limited or No Sugar

### Sweetener(s):

CON - Contains Only Artificial Sweetener(s),

PRO - Does Not Contain Stevia (Diuretic)

### Glycemic Index:

PRO - Will Not Impact Blood Sugar

### Sodium Content:

NEUTRAL - Moderate Sodium

### Stimulants:

PRO - Stimulant Free

### Aids Recovery:

PRO - Aids Recovery

### Provides Energy:

PRO - Boosts Energy

### Other Functional Benefits:

CON - No Other Functional Benefits

## Shifted Hydration

Description: (from Manufacturer's Website)

Optimal Blend of Electrolytes and Hydration. Also Supports Skin Health.

Price per Serving:\*\* \$1.33

3rd Party Certifications:

None

### Flavor Name(s):\*

(Different flavors may have unique ingredients and nutritional information related to their specific flavoring and/or coloring agents - see individual product labels for details.)

Strawberry Kiwi, Lime Margarita

### Primary Application(s):

Daily Hydration, Sports Activity (Fitness)

### Beverage Form:

Powder - Bulk

### Beverage Base:

Still Water

### Label (and Other) Warnings:

None

### Allergens: (Ingredient Related)

Tree Nuts and/or Coconut

## Supplement Facts

Serving Size: 1 scoop (7.0g)

Servings per Container: 30

Calories: 5

	% Daily Value *
<b>Vitamin C</b> (Ascorbic Acid) 40mg	44%
<b>Calcium</b> (as Calcium Citrate) 80mg	6%
<b>Phosphorus</b> (as Dicalc. Phosphorus) 30mg	2%
<b>Magnesium</b> (as Magnesium Citrate) 60mg	14%
<b>Zinc</b> (as Zinc Citrate) 4mg	36%
<b>Sodium</b> (as Sodium Chloride) 280mg	12%
<b>Potassium</b> (as Potassium Citrate) 200mg	4%

**Taurine** 1000mg \*\*

**Coconut Water Powder** 500mg \*\*

**Pomegranate (Fruit) Juice Powder** 500mg \*\*

\*Percent Daily Value is based on a 2,000 calorie diet.

\*\* Daily Value not Established.

### Ingredients

Citric Acid, Silicon Dioxide, Natural and Artificial Flavor, Malic Acid, Sucralose, Acesulfame Potassium. Contains: Tree Nuts (Coconut).

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